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EVERYTHING TO WEAR, TO EAT, TO USE

BIG REDUCTION SALE OF
RUGS & MATTING

AXMINSTER ART SQUARES

9x12	\$30 00	Now \$24 48
8 3x10 6	\$25 00	Now \$20 98

ELECTRA ART SQUARES

8 3x10 6	\$28 00	Now \$22 98
6x9	\$18 00	Now \$15 48

KOLAX BRUSSELS ART SQUARES

9x12	\$22 00	Now \$18 25
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RADNOR TAPESTRY ART SQUARES

9x12	\$25 00	Now \$20 49
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9x12	\$15 00	Now \$12 25
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FIBER ART SQUARES

9x12	\$13 00	Now \$10 48
7 6x10 6	\$ 9 50	Now \$ 7 89
6x9	\$ 7 50	Now \$ 6 25

ALL SMALL RUGS, COMPRISING SMYRNAS, AXMINSTERS, MOQUETS, BRUSSELS AND WILTON VELVETS, AT 25% OFF

ART SQUARE PADS AT 25% OFF

JAP AND CHINA MATTING AT 25% OFF

Local and

Personal Briefs

Dr. W. S. Taylor, Dentist, Side-Hill Dairy, phone 178.

That SMOOTH, VELVETY CREAM at Walters' Pharmacy tastes like more.

Kenneth Bruce at the auditorium to-night.

Finest line of candies in the city Fudger & Haynes.

Merchant Lemmon, of Barberville, gave us the privilege of shaking his honest hand yesterday.

The finest confectionary store south of Jacksonville, Fudger & Haynes. New management. New fixtures. Give us a trial.

Our good old friend, Mr. Dave M. George, of Emporia, was a pleasant caller at THE NEWS office yesterday.

The Deland Garage is making about two trips a week now to Daytona. Make arrangements a few days ahead so as to be sure of a seat. Phone 140.

DeLand is metropolitan or nothing. Among the diversified attractions this week are 21 theatre entertainments, a lecture at the auditorium to-night, two fires yesterday, two baseball games this week—and no end of chances to donate money for various laudable purposes. Oh! We're right in the swim.

VALENTINES—Reeve & Howard. Souvenir Stationery at the 5 & 10.

The Florida East Coast railway has fallen in line with the other roads and granted a low rate to DeLand on account of the Music Festival. This gives us low rates on all Florida roads.

Why not have some Ping Pongs, 25 for 25c. Hundreds have.

Two alarms of fire were sounded yesterday. The first was a false alarm, the fire proving to be the consumption of a trash pile on Minnesota avenue. The second alarm was caused by a little fire in Dr. Munson's office, but Dr. gave it a pill and it went out before the department arrived. If the pill hadn't done the work, Dr. would have used a hyperdermic.

Souvenir Stationery at the 5 & 10.

The Gem Electric Theatre is proving a most profitable investment to the managers, Messrs. Gould & Voyle, as well as a most attractive place to DeLandites and the hundreds of good people now domiciled among us. As an extra attraction, last night, the Gem secured the services of "Dakota Bob," a decorative genius, who is traveling by foot from Washington to Mexico. The moving pictures in the Gem are the best that can be procured.

We clean and dye by "The new process." Oscar H. Davis, Dress Better—Pay Less.

There is something you want at Bigelows.

Souvenir Stationery at the 5 & 10.

Mrs. Hettie M. Austin left on Wednesday for Jacksonville, to spend two or three weeks with her daughter, Mrs. Chas. Anderson.

Mr. B. F. Watts, of Leesburg, and Prof. G. H. Watts, of Georgetown, Ky., were in DeLand this week visiting their brother, Mr. W. C. Watts, and family.

You surely owe it to yourself to see what Bigelow has got for you.

Why use poisonous wood alcohol for heating and cooking when Denatured Alcohol gives more heat and less odor? Pint bottles 25c.—At Fisher's.

Let us dye that old skirt of yours, any color you wish. Oscar H. Davis, Dress Better—Pay Less.

The widower with his five motherless children will be a hit at the Union Station to be given at the Public School Auditorium February 2. Come and see him. He finds his affinity there.

Your Photo on a Post Card, 75c. doz. Call and see samples. Ping Pong Studio.

To secure a good crop of vegetables—suitable soil, clean culture and pure seed are essential requisites. We have the seed—the sort that "make good." A large reasonable variety at Fisher's.

There will be a Masquerade at The Melrose on Monday, February 1. Public is invited to come in costume. Admission fee of 25c will be charged to defray expenses.

T. C. Eccles and E. B. Richardson have returned from New Smyrna. Mr. Eccles has brought his tinshop back to DeLand, and is now located in the Hodgkins building on South Boulevard.

J. B. Taylor has bought, through the Gould Agency, the five acre tract of land on East New York avenue, opposite the O. E. Fish property, from the Stetson estate. Price, \$2250.

Every year, about this time or a little later, The News chronicles the fact that the wild cherry has begun to shoot. We have done this consistently for the past sixteen years. So here it is! The wild cherries have begun to shoot.

Souvenir Stationery at the 5 & 10.

At 1:15 this afternoon the Stetson and Daytona baseball teams will have a game on the University grounds. This will be the first game of the 1909 season, and should attract a big crowd. On Saturday afternoon at 2 o'clock the Orlando team will play the Stetson team. This is the first time Orlando has played in DeLand. Orlando generally "does things up brown" and will doubtless send a good strong team over here. But Stetson will eat 'em alive—or at least try to do so.

Do you realize that 25c is the whole profit on most goods? That is what Bigelow is giving you.

William Jennings Bryan, the peerless leader of Democracy's banner for the past twelve years, will deliver an address in the Stetson University auditorium Saturday night, February 6. It is safe to state that the auditorium will be crowded to its greatest capacity, as all will want to hear him. Mr. Bryan visited DeLand during the campaign of 1906 and spoke in the court house yard. The address on the 6th will not be a political address, but will be one of the polished and rounded orations for which Bryan is noted.

Fish are striking very well in Blue Lake and the Talmages. The bass put into these lakes about four years ago are now of a good edible size. The boat-house at the lakes is better patronized this season, and of an afternoon many boats can be seen on the waters. It is a beautiful place in which to spend a few hours. The boats are renting very cheaply and every cent taken in is put back into maintenance and improvements. Captain T. H. Wood, the gentlemanly old fellow in charge, is always glad to see his friends and to help them have a good time.

If you need any birthday presents or even Christmas presents, it will pay to buy of Bigelow and save them up.

The Park Dramatic Company arrived in DeLand Monday, and has been giving some remarkably good performances in their canvas theatre on New York avenue, to full houses. The many who have attended have been most agreeably surprised at the excellence of the productions and the attractive scenery. The company will conclude its week's engagement here by the production, Friday night, of "The Hills of Arkansas," at 3 o'clock Saturday afternoon there will be a matinee at which "How Hopper was Sidetracked" will be produced. Saturday night, the last performance, will be "The American Princess." This is the best traveling show that has visited DeLand in several years.

Souvenir Stationery at the 5 & 10.

The DeLand Business League has just issued a neat little folder giving considerable information about DeLand that will prove of interest to tourists or prospective settlers. The matter in the folder is based on vital statistics gathered here for a number of years. It comprises Health Conditions in DeLand; Location; Weather Conditions—the Rainy Season; Average Temperature; the Death Rate; Food Supply; Water—Certificate of Analysis. Parts in One Million. Mineral Analysis (just been completed and published for the first time). The folder has a few words from the local Board of Health and a Letter to Physicians from Dr. John MacDiarmid. The folder is printed on thin paper, so that it can be enclosed in the average letter without additional postage. Copies may be obtained at V. W. Gould's office, or by writing to the DeLand Business League.

Souvenir Stationery at the 5 & 10.



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are essential to good living. We can always give you good groceries and at very reasonable prices.

We handle Gasoline also

A. H. WOODALL

Phone 79

DE LAND, FLA.

"The Place for Men"

Pool and Billiards

Grill Room

A cordial invitation is extended to all gentlemen.

STEWART & CAMPBELL

North Room, Havens Block, DeLand, Fla.

HAVE YOU TRIED FOUNTAIN'S

NEW

SHOES
CLOTHING
FURNISHINGS
HATS

We are all interested in the success of our New Store. If you should not want to buy NOW, call in and see. It's a pleasure for us to show you through the stock ——— SOME DAY YOU WILL WANT ———

Lost \$1,000.00

You have probably lost more than that amount by not taking advantage of investment opportunities in the past. Have you learned your lesson or are you going to keep right on losing while the door of opportunity is ajar.

We have some pieces of land well located for building lots, upon which you can double your money in twelve months.

We have a house and lot renting for \$40.00 per month, which can be purchased for \$1900.00. Central location.

We have a large new, two family house, well located, which we offer for \$2,000.00.

We have a furnished house on corner lot near College Arms Hotel, which can be bought for \$2,400.00.

We have many other good things. Come and see us.

V. W. GOULD,

Real Estate and
Insurance

Best Lard and Cheese Kept in Cold Storage at W. D. Haynes'

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WE STILL REPRESENT THE LEADING AMERICAN FIRE INSURANCE COMPANIES, AMONG WHICH IS THE AETNA OF HARTFORD, WITH US SINCE 1872. DWELLINGS AND CONTENTS A SPECIALTY.

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